

- 9 -

CLAIMS:

1. A method of interacting with a customer at an outlet for goods or services, including:
 - 5 displaying menu information at a customer operated terminal,
 - displaying advertising information at the terminal simultaneously with the menu information,
 - varying the advertising information in advance of an expected variation in the menu information, and
 - 10 receiving a selection by the customer of one or more items from the menu information.
2. A method according to claim 1 wherein the menu information and the advertising information are displayed on separate screens in the terminal.
- 15 3. A method according to claim 1 wherein the menu items are related to food or drink and the advertising information corresponds to items of food or drink.
4. A method according to claim 1 wherein the menu items are related to food or drink and the advertising information corresponds to products that are of interest to the likely demographics of a customer using the terminal.
- 20 5. A method of interacting with a customer at an outlet for goods or services, including:
 - 25 displaying menu information on an interactive screen of a customer operated terminal, and
 - displaying advertising information related to the menu information on another screen simultaneously with the menu information.
- 30 6. A method according to claim 5 wherein advertising information is displayed in advance of the related menu information.

- 10 -

7. A method according to claim 5 further including detecting an upcoming display of menu information and displaying the related advertising information
- 5 8. An order preparation terminal, having:
an interactive display for selection of menu items by a customer,
an advertising display for presentation of advertising information to the customer,
a first subsystem which operates the interactive display and tracks menu items as
selected by the customer, and
10 a second subsystem which operates the advertising display and receives selection
information from the first subsystem,
wherein the second subsystem varies the display of advertising information in
accord with the information received from the first subsystem.
- 15 9. A terminal according to claim 8 wherein the interactive display and the advertising
display are provided on separate screens, and the interactive display is a touchscreen.
10. A terminal according to claim 8 wherein the interactive display and the advertising
display are provided on a common screen.
- 20 11. A terminal according to claim 8 wherein the first subsystem includes a database of
predetermined menu displays and predetermined sequences for presenting the menu
displays.
- 25 12. A terminal according to claim 8 wherein the second subsystem includes a database
of predetermined advertising information and predetermined sequences for presenting the
advertising information.
- 30 13. A terminal according to claim 10 wherein the second subsystem operates the
advertising display to present background advertising information in the absence of
information from the first subsystem.